



2020

Missile Defense Agency
Office of Small Business Programs
Virtual Conference

RESOURCES FOR SMALL BUSINESSES IN GOVERNMENT CONTRACTING

LEIGH CHRISTIAN
TECHRICH PROJECT MANAGER
THE CATALYST CENTER FOR
BUSINESS & ENTREPRENEURSHIP



Fun Facts

- In 2019, the government spent \$_____
- Less than _____% of U.S. businesses do business with the U.S. Government.
- The Government ***signs*** over _____ contracts a year.
- What % of federal contracts are awarded to small and medium sized business. _____
- Contracts between \$10,000 and \$250,000 in value are reserved for _____.
- Government procures services ranging from _____ to _____.

Are You a Small Business?

Size Standards

Determined by
NAICS industry
codes

Business Type

Sole proprietorship,
partnership, corporation,
or any other legal form

Location

Operates primarily
within the U.S.

Size Restrictions

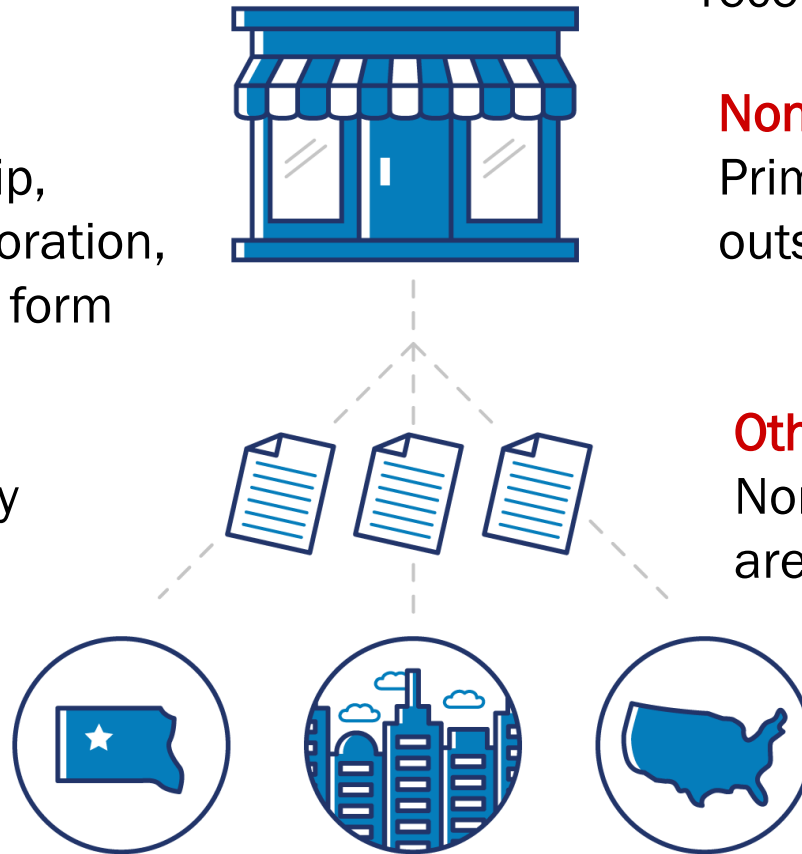
Average number of
employees or annual
receipts

Non-Qualified Business

Primary operations
outside the U.S.

Other

Non-profit businesses
are not considered



Traditional Business Plan **F**ormat



Company Information & Executive Summary



Structure



Market Analysis



Marketing & Sales

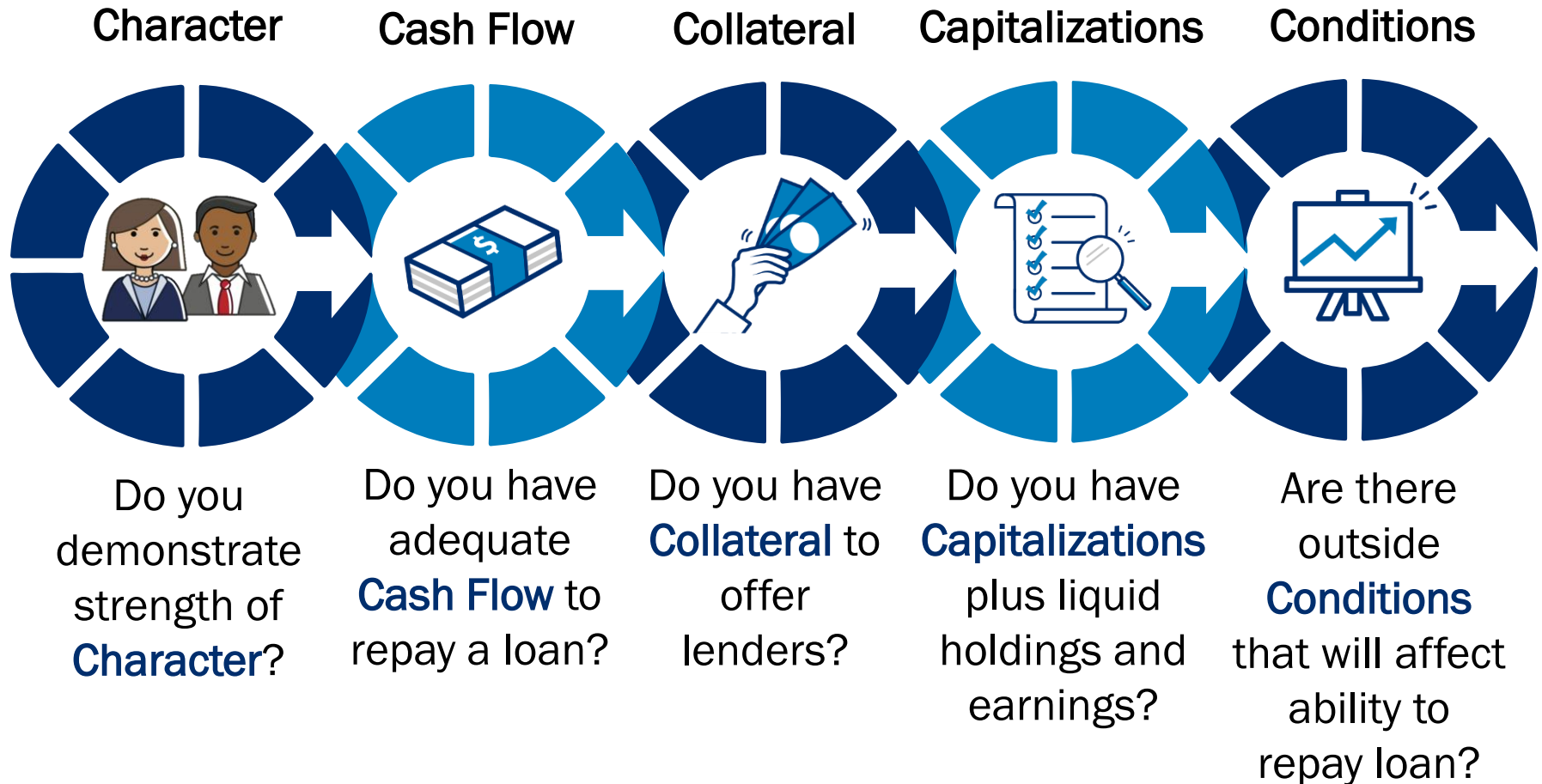


Service/Product Line



Financial Projections

Do You Have Adequate Cash Flow to Finance a Government Contract?



Do you have Professionals that can support you?



Banker



Accountant



Insurance Agent



Attorney



Marketing Support



Contracts
Manager/Support



Coach/Mentor



Board of Advisors?

Is Your Business Ready?



Does the Government...
Buy what you sell

Do you have...
Federal contracting experience
Cash, inventory, working capital

Are you capable...
Of fulfilling a government contract

Do you know...
Where to find contracting opportunities

Set-Aside for Certification Programs and Socio-Economic Categories

Targeted set-asides and acquisition goals:

Women-Owned Small Businesses
(5%)

Small Disadvantaged Businesses
(including 8(a) certified) (5%)

HUBZone Businesses (3%)

Service-Disabled Veteran-Owned
Small Businesses (3%)

Set-asides are reserved for small business between \$3,500 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)



Primary Methods of Contracting

01

Micro-purchases

Not requiring competitive bids and paid for by Government Purchase Card/Credit Card

02

Simplified Acquisition Process

Purchases \$3,500 - \$250,000

03

Sealed Bidding

Used when government has a need for services/supplies that is clear, specific and complete. NO negotiation prior to award.

04

Contract by Negotiation

Technical products valued at \$150,000 or more. Negotiation allowed prior to award that considers more than price-related factors



Government-Wide Contracting Goals

COMPETITION TYPES TO WIN GOVERNMENT CONTRACTS

WORLD'S
LARGEST
BUYER



- \$500,000 billion/year
- 23% federal contract dollars are intended for small businesses

01

Full and Open
Competition

02

Small Business
Set-Asides

03

Sole Source

Types of Contracts



Indefinite Delivery, Indefinite Quantity

- Definite quantity and requirement contracts
- Indefinite Delivery, Indefinite Quantity Contract (IDIQ)

Time, Materials & Labor

- Acquiring supplies/services based on direct labor hours at a fixed hourly rate

Incentive

- Supplies/services acquired at lower costs

Fixed Price

- Economic price
- Incentive contract

Cost Reimbursement

- Payment of allowed incurred cost

Agreements



01 | Basic Order Agreement (BOA)

- Not a contract
- Expedites contracting for uncertain requirements



02 | Blanket Purchase Agreement (BPA)

- Method of filling anticipated repetitive needs for supplies and services

General Services Administration (GSA) Schedule

Consider becoming a GSA Schedule Contractor



Requires prequalification



Gets your company on the schedule



Benefits the customer



Allows you to market your schedule



Accesses preferred vendor lists

Research Your Market



Know what agencies buy your products and services



Find your niche, competition is fierce

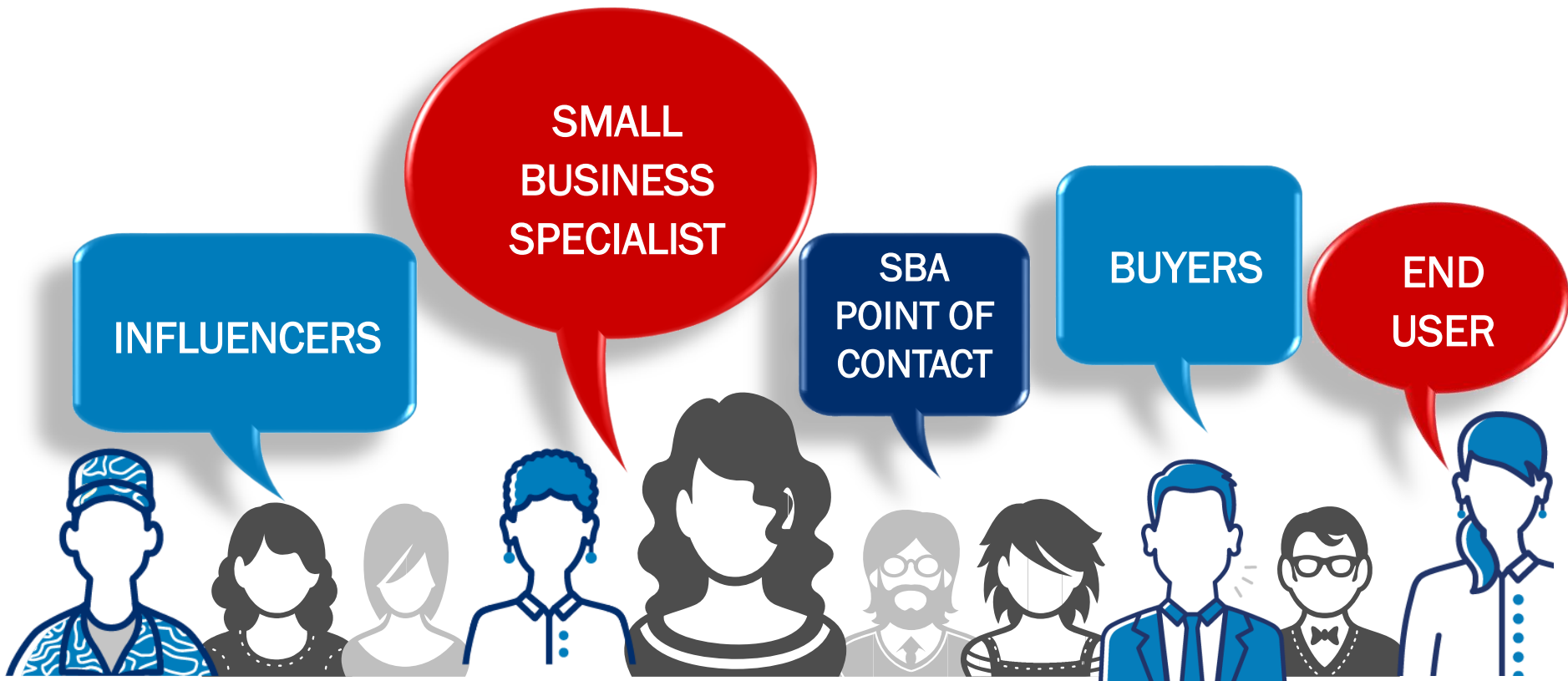


Understand areas of government spending



Know your competition and their contracts

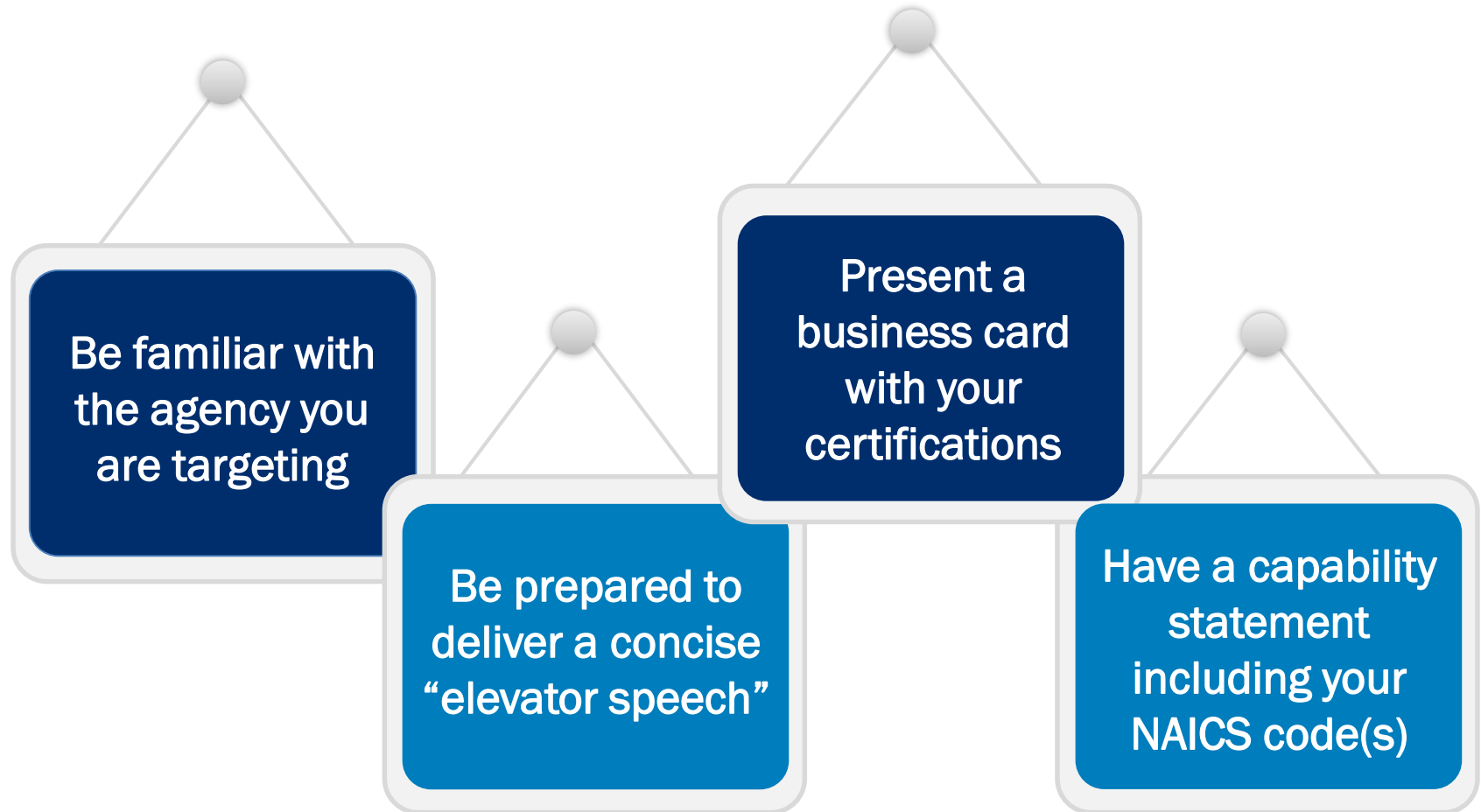
Understand Your Customers



How to Prepare for the Real World of Marketing to the Government of Prime Contractors

- You can never NETWORK enough – Attend Professional Organizations such as Women in Defense, Huntsville Association of Small Businesses in Advanced Technologies, National Defense Industry Association and many others...
- Know when events are happening - https://www.hasbat.org/HNO_Calendar
- Attend Government Contracting Training through resources such as The Catalyst, SBDC, NCMA, PMI, NCMS and many others...
- Carefully create a Business Development Strategy – Identify your Capabilities, Find Your Niche, Create Your Capabilities Briefing
- Research Companies that perform similar capabilities in order to Potentially team with them, or Government Agencies that use your services; DO YOUR HOMEWORK! Google them – find out new opportunities they have been awarded, look on their website at news for updates and information how YOUR COMPANY can provide services to them; find opportunities that you bring to them to look at so they know you are not just looking for handout; look up the person you are meeting on Linked In to get to know them, Prepare to WOW Them! Follow up!
- **Contacts Lead to CONTRACTS!**

Ingredients to Making a Favorable Impression



What is a Capability Statement?

1



Purpose

- Proof of Qualification
- Introduction

2



Marketing

- Door Opener
- Captivate Customers

3



What Is It

- Business Resume
- Relationship Builder

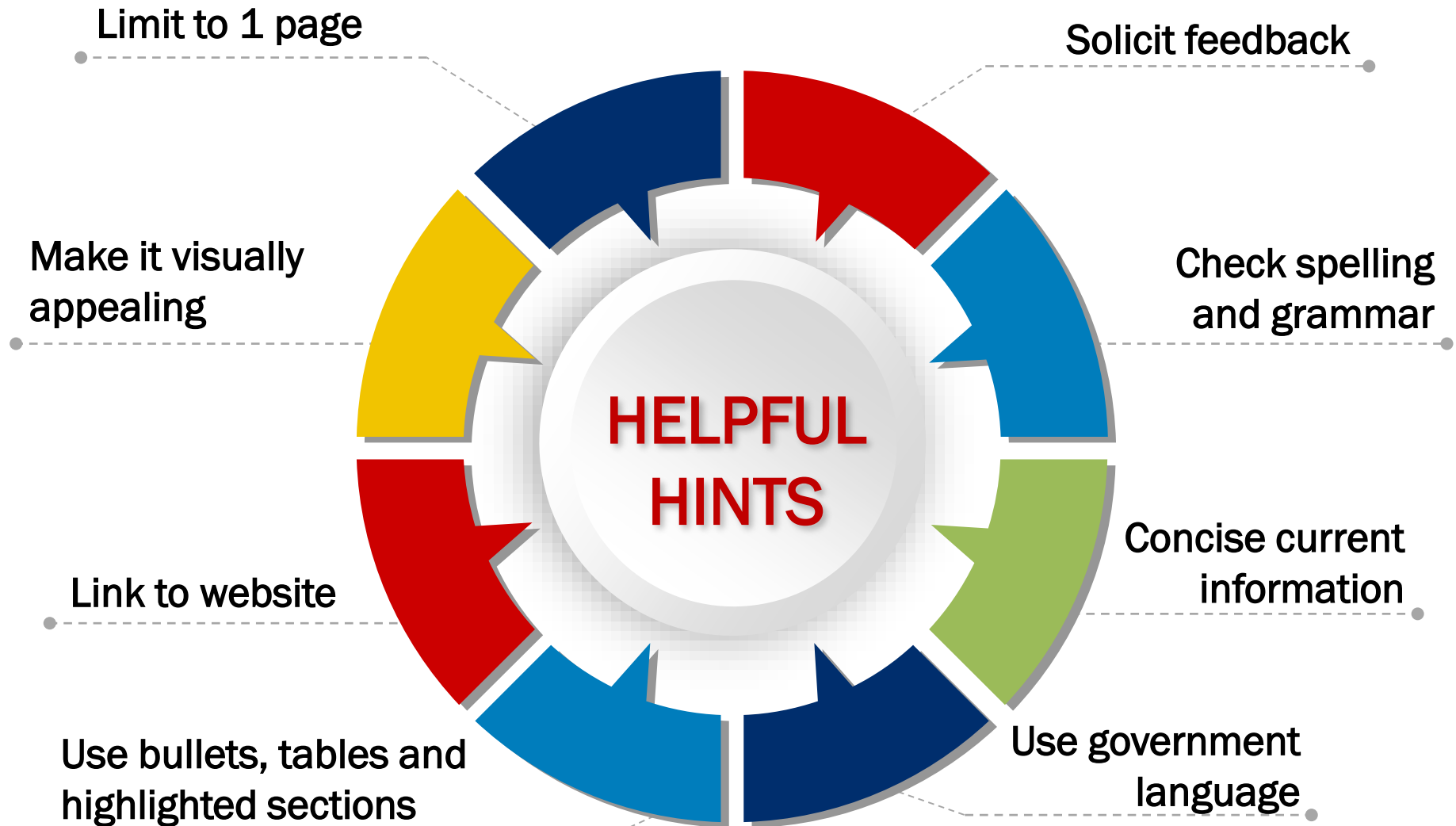
4



How to Use It

- Prime or Teaming Opportunities
- Part of a Sources Sought or Request for Information Response

Tips for Better Capability Statements



Core Elements of a Capability Statement



Title

- Include firm's logo
- Other branding elements

Corporate Data

- Office locations and contact information

Company Data

- Financial stability/capacity
- Number of employees/teams
- DUNS, CAGE, NAICS
- GSA Schedule



Past Performance

- Show your benefits
- List your past customers
- Types of contracts

Unique Features

- What sets you apart?
- What is the benefit?
- Socio-economic certifications
- Insurance and bonding capacity

Speak the Government's Language



Rework your message

Ask questions

List contract vehicles

Stress contracting expertise

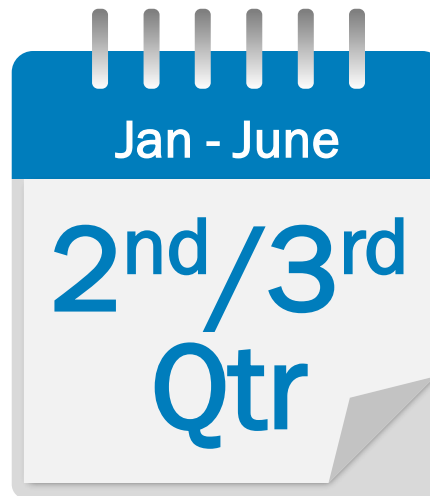
Proof your message

Write a Government Marketing Plan

Government Fiscal Year: October - September



**Raising Awareness
and Building
Relationships**



**Lead Generation
Campaigns &
Response**



**Last Minute Offers
and Awareness
Campaigns**

How to Find Decision Makers



Call and Make an Appointment



**Network and Contact a
Small Business Specialist**



Submit an Invitation to Bid

Keys to a Successful Meeting



01

Request a Meeting

- Do your homework
- Give specific reasons for meeting

02

Conduct Pre-Meeting Research

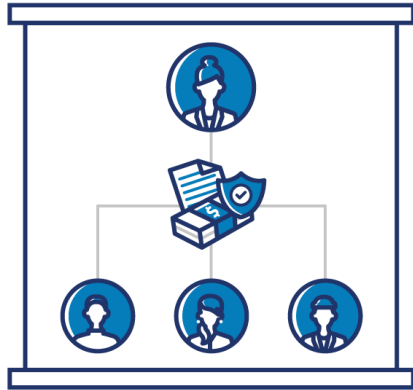
- Keep track of past, current and future opportunities

03

Post Meeting

- If you made promises at meeting, keep them!
- Write a thank you note
- Ask them to share information

Prime and Subcontractor Relationship



DEFINITIONS

Prime Contractor:

A person who has entered into a prime contract with the U.S.

Subcontractor:

A person or business that is awarded a subcontract to provide supplies or services necessary in the performance of another's

- Prime controls relationship
- Prime and subcontractor need to work as a cohesive, high-performance team
- Planning and communication leads to more successful contract

Consider Subcontracting



Build Capacity

- Land a Contract

Work with a Prime

- Teaming Agreement
- Joint Venture
- Mentor Protégé

Enhance Past Performance

- Gain Experience
- Expand Opportunities

To Get Started...

dun & bradstreet



1

Obtain a Data
Universal Number
System (DUNS)
(866) 705-5711

[Click Here](#)

2

Register in the
System for Award
Management
(SAM)

[Click Here](#)

3

Obtain a
Commercial and
Government Entity
(CAGE) Code

[Click Here](#)

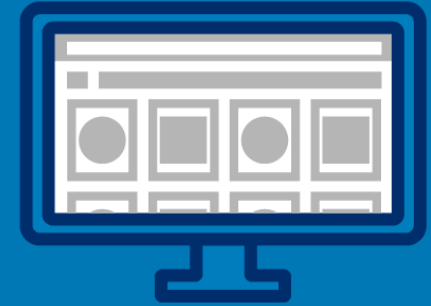
Do You Know Your NAICS Codes and Size Standards for Your Industry?



NAICS codes define establishments and are used for administrative, contracting, and tax purposes



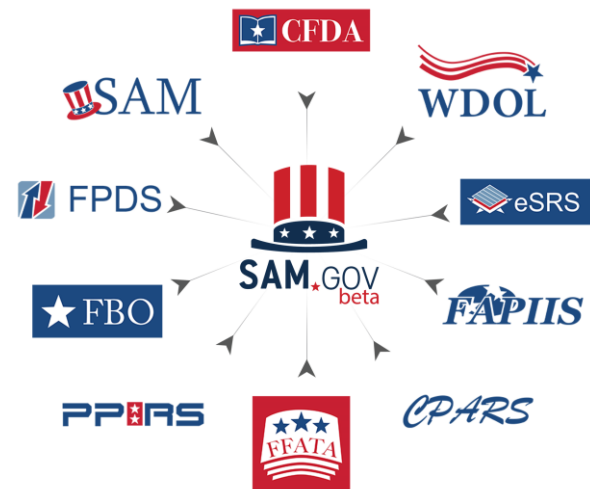
SBA size standards using NAICS as their basis apply to all Federal government programs, including procurement



Visit the United States Census Bureau NAICS [website](#) to identify your NAICS code(s)



<https://beta.sam.gov/>



Procurement Assistance

SBA Resources

- Business Opportunity Specialist
- Procurement Center Representative



Procurement Technical Assistance Centers

- Government contract assistance
- Consulting and workshops
- Information and resources



Marketing Resources

- [FedBizOpps](#)
- [Federal Procurement Data System](#)
- [System for Award Management](#)
- [Dynamic Small Business Search System](#)
- [Subcontracting Networking System \(SubNet\)](#)



Other Resources

- [USASpending](#)
- [GSA Subcontracting Directory](#)
- DoD Prime Contracting Directory



Dynamic Small Business Search (DSBS)



SBA - SBA Search Results

U.S. Small Business Administration
SBA
Your Small Business Resource

Print Exit Help
DSBS Quick Market Search

SBA Search Results

	BISSON	LISBON, ME 04250-6019			
14	MORGAN CRAIG C M PROPERTY MAINTENANCE	CRAIG MORGAN 30 PERRYMAN DR BRUNSWICK, ME 04011-2728	Capable of self performing for General Maintenance Janitorial Services , Property Management ,Insured General liability 1m/2mag Bond 50,000 conforming to A Drug Free Work Place,And Standards of State and Fed EOE		
15	KMK CONSTRUCTION INC.	TYLER PHILLIPS 384 HAROLD L DOW HWY STE 28 ELIOT, ME 03903-1452	General contractor specializing in facility maintenance, building renovation and repair, and demolition.	236210	
16	DOODY, GALEN	GALEN DOODY 8 JARDINE ST WASHBURN, ME 04786-3256			
17	CARON'S LAWN & PROPERTY MAINTENANCE INC	DAVID CARON 22 FOX ST MARS HILL, ME 04758-1456			
18	JAND INC. SERVPRO OF LEWISTON-AUBURN	JAMES BRIGHAM 213 WASHINGTON AVE S AUBURN, ME 04210-4890			
19	XL MECHANICAL & ENERGY MANAGEMENT SERVICES	CHIP BOND 572 ODLIN RD BANGOR, ME 04401-6710	Proudly provided service for the HVAC industry since 2002,located in Bangor,Maine, serving ME &NH. Professional service and installation of DDC controls and can easily interface with existing DDC controls with Aanton BACnet Open Protocol logic.		
20	CMC & MAINTENANCE INC.	PATTY MCCUE 4 UNION ST STE 1 BANGOR, ME 04401-6457	CMC & Maintenance, Inc. is capable of providing all aspects of building management services. Janitorial, Mechanical Maintenance, Snow Removal, Trash Removal, Pest Control, and Window Cleaning.	561720	
21	KING KONG SERVICES INC	SIDNEY PEW 603 FARMERS HILL RD EAST ANDOVER, ME 04226-0592	WINDOW CLEANING	561720	

Last modified: 09/10/2009 12:00:00 AM

> FirstGov > E-Gov > Regulations.gov > White House
* Privacy & Security * Information Quality * E.O. 12958 * No Fear Act * ADA

SBA Processing: 7.532 seconds Version: Small Business Source System 7.0.2
Session timeout in 45 minutes

http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

Dynamic Small Business Search

<http://dsbs.sba.gov>

SBA Search Results				
View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capabilities Narrative
1	GROAT BROS. INC. RICHFIELD WOOD WASTE	DENNIS GROAT	608 W SCOTT AVE WOODLAND, WA 98674-9585	Groat Brothers provides various trucking and hauling means for biowaste materials, lumber, equipment, rock, demolition wastes and also provides excavation, grading, demolition, utility trenching and associated construction. We also provide snow removal.
2	3 D CONTRACTING INC/ WESTERN STATES CONSTRUCTION J V	DENNIS COLLINS	1510 SCHAFFRAN RD CASTLE ROCK, WA 98611-9711	
3	WOOLEVER VOCATIONAL, LLC WEST COAST TRAINING	JEFFERY WOOLEVER	3805 DIKE RD WOODLAND, WA 98674-9725	
4	THE NESTAVAL CORPORATION	SANDRA NESTAVAL	1311 BLOYD ST KELSO, WA 98626-5603	Heavy and Highway (streets, roads, site grading, clearing, culverts, minor structures, erosion control, erosion remediation).
5	FREMONT VILLAGE FREMONT VILLAGE	MELANIE REDDICK	1416 3RD AVE LONGVIEW, WA 98632-3252	

Capabilities Narrative

What you do: We are a property preservation, maintenance and rehab company.

Who you do it for: We service distressed properties from eviction to resell.

How you do it:

- Field Inspections
- Securing property
- Removing waste and abandon belongings
- Winterizing property.

Federal Procurement Data System

Steps:

- Log-in (Register if it's your first time)
- Go to “ezSearch”
- Enter search item
- “Advanced Search” to add additional search criteria
- Additional types of reports -



Adhoc
Reports



Standard
Reports



ezSearch
BETA



Change
Information



Help

Federal Procurement Data System (FPDS)

The screenshot shows the homepage of the Federal Procurement Data System - Next Generation. The header includes the system name and a navigation bar with links to Home, Newsroom, Reports, Status, Workspace, Archives, Training, and Help. The main content area is divided into three columns. The left column contains a Login section with fields for Log-In and Password, a Forgot Your Password? link, and a Registration section with Register and Who Should Register? links. The middle column features an ezSearch search bar and several news items: 'FY 2015 Small Business Goaling Report', 'NIA Expiration Date Extended to 2017', 'Upgrade to TLS 1.2 and SHA2 for FPDS Integrators', and 'October is CYBER SECURITY AWARENESS month!'. The right column has a 'Top Requests' list and a 'Latest News' section. The footer of the page includes the logo for 'the catalyst center for business & entrepreneurship'.

Federal Procurement Data System - Next Generation

» [Home](#) » [Newsroom](#) » [Reports](#) » [Status](#) » [Workspace](#) » [Archives](#) » [Training](#) » [Help](#)

Login

Log-In:

Password:

[Log In](#)

» [Forgot Your Password?](#)
» [Security and Privacy](#)
» [Contact Help Desk](#)
» You must click [here](#) for very Important D&B Information

Registration

» [Register](#)
» [Who Should Register?](#)

FAQs

» [FPDS-NG](#)
» [ezSearch](#)
» [ATOM Feed](#)

Links

» [Recovery.Gov](#)
» [eGov Initiatives](#)

ezSearch

Google-like search to help you find federal contracts...

ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions).

FY 2015 Small Business Goaling Report

FY 2015 Small Business Goaling Report is now available on the 'Reports' page of FPDS-NG.
[Click here for the report.](#)
The Small Business Goaling Report is a department level report that displays Small Business data for a specified date range by Funding/Contracting Agency.

NIA Expiration Date Extended to 2017

1. National Interest Action value 'Operation Freedom's Sentinel (OFS)' expiration date has been extended from 12/31/2015 to 12/31/2017 on the FPDS-NG Production System. National Interest Action value 'Operation Freedom's Sentinel (OFS)' is valid from 01/01/2015 to 12/31/2017.
2. National Interest Action value 'Operations in Iraq and Syria' expiration date has been extended from 09/30/2015 to 09/30/2017 on the FPDS-NG Production System. National Interest Action value 'Operations in Iraq and Syria' is valid from 09/14/2015 to 09/30/2017.

Upgrade to TLS 1.2 and SHA2 for FPDS Integrators

Transport Layer Security (TLS) 1.0 was removed from FPDS-NG production on February 20, 2016. In accordance with the National Institute of Standards & Technology (NIST) Policy on Hash Functions, we also upgraded the FPDS-NG system to support SHA-2 SSL certificates. All systems will need to install a copy of the new certificate(s) in their server's trusted certificate store to allow communication. Questions regarding the upgrade should be directed to the Federal Service Desk at www.fsd.gov, or (866) 606-8220.

NIA - Operation Freedom's Sentinel (OFS)

A new National Interest Action value 'Operation Freedom's Sentinel' has been added to track the relief contracts.
For Web Portal users the value 'Operation Freedom's Sentinel' is available for selection in the National Interest Action field dropdown. The Contract Writing systems using V1.4 shall use the code 'O15F' when creating/updating documents through Business Services.
National Interest Action value 'Operation Freedom's Sentinel' is valid from 01/01/2015 to 12/31/2015.

October is CYBER SECURITY AWARENESS month!

October is CYBER SECURITY AWARENESS month! Choose a unique and strong username and password. Do not share your password and always log off when you step away --- it only takes a moment for someone to steal or change the password.

Top Requests

- » [Recovery Report](#)
- » [Recovery Data \(Recipient-Reported, Cumulative Summary\)](#)
- » [Recovery Data \(Recipient-Reported, FY2013Q4\)](#)
- » [Hurricane Sandy Report](#)
- » [Hurricane Irene Report](#)
- » [Pacific Earthquake/Tsunami](#)
- » [Hurricane Earl Report](#)
- » [Gulf Oil Spill Report](#)
- » [Haiti Earthquake Report](#)
- » [Hurricane Katrina Report](#)
- » [Hurricane Rita Report](#)
- » [Other Hurricane/Disaster Relief](#)
- » [Oklahoma Tornado 2013 Report](#)

Latest News

- » [Data Management Fixes](#)
- » [Software Releases](#)
- » [Upcoming Releases](#)
- » [Top 100 Contractors Report](#)
- » [FY 2015 Small Business Goaling Report](#)
- » [Data Archives](#)
- » [Small Business Goaling Report](#)
- » [Upgrade to TLS 1.2 and SHA2 for FPDS Integrators](#)
- » [NIA Extensions for Hurricane Sandy and Operation United](#)

Research Agencies

Contracts ICD Recovery

To submit comments, please [click here](#)

Search took 0.227 seconds

Result Page: 1 2 3 Next

PDF CSV RTN 0.3 MY Yahoo!

You must click [here](#) for very important D&B information.

Top 10: Department Full Name

- DEPT OF DEFENSE (61)
- GENERAL SERVICES ADMINISTRATION (5)
- TRANSPORTATION DEPARTMENT OF (5)
- JUSTICE DEPARTMENT OF (4)
- AGRICULTURE DEPARTMENT OF (1)
- HOMELAND SECURITY DEPARTMENT OF (1)
- INTERIOR DEPARTMENT OF THE (1)
- VETERANS AFFAIRS DEPARTMENT OF (1)

Top 10: Contracting Agency Name

- DEPT OF THE AIR FORCE (32)
- DEPT OF THE ARMY (29)
- FEDERAL AVIATION ADMINISTRATION (6)
- PUBLIC BUILDINGS SERVICE (5)
- U.S. MARSHALS SERVICE (4)
- AGRICULTURAL RESEARCH SERVICE (1)
- GEOLOGICAL SURVEY (1)
- U.S. CUSTOMS AND BORDER PROTECTION (1)
- VETERANS AFFAIRS DEPARTMENT OF (1)

Top 10: Vendor Full Name

- TRIPLE R JANITORIAL INC. (34)
- DALE ROGERS TRAINING CENTER INC. (28)
- KOIKE LTD. (8)
- MCIDE LLC (2)
- BURDINE MARSHA K (1)
- CLEAN SWEEP JANITORIAL INC (1)
- DUNAMIS ENVIRONMENTAL GROUP LLC (1)
- GOLDEN RULE INDUSTRIES OF MUSKOGEE INC. (1)
- H & T SERVICES LLC (1)
- JANI-KING OF OKLAHOMA INC (1)

Top 10: Treasury Account Symbol

- 212020 (20)
- 273400 (20)
- 274930 (16)
- 27452001 (5)
- 281301 (5)
- 154575 (3)
- 121400 (1)
- 140804 (1)
- 154575000 (1)

List Of Contract Actions Matching Your Criteria

Results 1 - 30 of 79 as of Feb 8, 2016 12:35:02 PM

Award ID (Mod#): [FA480014C0005](#) (P00012) [View](#)

Vendor Name: [TRIPLE R JANITORIAL INC.](#)

Date Signed: June 05, 2015

Referenced IDV:

NAICS (Code): JANITORIAL SERVICES ([561720](#))

Vendor City: OKLAHOMA CITY

Vendor State: OK

Global Vendor Name: [TRIPLE R JANITORIAL INC.](#)

Award Type: DEFINITIVE CONTRACT

Contracting Agency: [DEPT OF THE AIR FORCE](#)

Action Obligation: \$1,369,519.79

Contracting Office: [FA4800 633 CONS LGCP](#)

PSC (Code): HOUSEKEEPING- CUSTODIAL JANITORIAL ([S201](#))

Vendor DUNS: [869107185](#)

Vendor ZIP: [731105805](#)

Global DUNS Number: [869107185](#)

Award ID (Mod#): [HSBP1014P00225](#) (P00001) [View](#)

Vendor Name: [TRIPLE R JANITORIAL INC.](#)

Date Signed: May 08, 2015

Referenced IDV:

NAICS (Code): JANITORIAL SERVICES ([561720](#))

Vendor City: OKLAHOMA CITY

Vendor State: OK

Global Vendor Name: [TRIPLE R JANITORIAL INC.](#)

Award Type: PURCHASE ORDER

Contracting Agency: [U.S. CUSTOMS AND BORDER PROTECTION](#)

Action Obligation: \$498,265.08

Contracting Office: [AVIATION MARITIME&BORDER TECHNOLOGIES CONTRACTING DIVISION](#)

PSC (Code): HOUSEKEEPING- CUSTODIAL JANITORIAL ([S201](#))

Vendor DUNS: [869107185](#)

Vendor ZIP: [731105805](#)

Global DUNS Number: [869107185](#)

Award ID (Mod#): [W9124L13C0002](#) (P00040) [View](#)

Vendor Name: [TRIPLE R JANITORIAL INC.](#)

Date Signed: June 10, 2015

Referenced IDV:

NAICS (Code): JANITORIAL SERVICES ([561720](#))

Vendor City: OKLAHOMA CITY

Vendor State: OK

Global Vendor Name: [TRIPLE R JANITORIAL INC.](#)

Award Type: DEFINITIVE CONTRACT

Contracting Agency: [DEPT OF THE ARMY](#)

Action Obligation: \$5,815.26

Contracting Office: [W6QM MICC-FT SILL](#)

PSC (Code): HOUSEKEEPING- CUSTODIAL JANITORIAL ([S201](#))

Vendor DUNS: [869107185](#)

Vendor ZIP: [731105805](#)

Global DUNS Number: [869107185](#)

Award ID (Mod#): [0008](#) (0) [View](#)

Award Type: DELIVERY ORDER

Search Criteria

To remove the criteria or a portion of the search criteria click the button next to each search level.

- ☒ 561720
- ☒ oklahoma
- ☒ city
- ☒ Contract Fiscal Year: "2015"

Sort By

This section allows the user to sort the existing list of contracts by various fields within the contract. For example you can sort the existing list of contracts by Date Signed or Contract Type. Click on the appropriate field to Sort By. Only one Sort can be conducted at a time.

Sort Order: Descending ▼

Relevance

- [Contract Type](#)
- [Agency Code](#)
- [Agency Full Name](#)
- [Date Signed](#)
- [Contracting Agency ID](#)
- [Contracting Agency Name](#)
- [Department Full Name](#)
- [Action Obligation \(\\$\)](#)
- [NAICS](#)
- [PSC](#)
- [Vendor State](#)
- [Vendor ZIP Code](#)
- [PoP Country Name](#)
- [PoP State Name](#)
- [Local Area Set Aside](#)
- [Treasury Account Symbol](#)
- [Max Government Balance](#)

Narrow your selection down to 4-5 targeted agencies.

USASpending.gov

What contracts have been awarded in the past?

Data

- State
- County
- Congressional District

What

- Awards to companies
- Agencies
- Pricing

Top 5 Agencies

Agency Name	Eligible Dollars	Small Business		Socio Economic			
		Goal %	Actual %	8a	WOSB	HUBZone	SDVOSB
DOD	\$272.3B	22%	22.54% (\$61.4B)	8.25% (\$22.5B)	4.05% (\$11.0B)	1.49% (\$4.1B)	3.23% (\$8.8B)
DOE	\$26.9B	10.20%	5.28% (\$1.4B)	2.77% (\$746.0M)	1.28% (\$343.6M)	0.12% (\$32.4M)	0.62% (\$168.1M)
VA	\$26.1B	28.50%	29.34% (\$7.6B)	7.17% (\$1.9B)	2.72% (\$709.2M)	2.14% (\$558.4M)	19.52% (\$5.1B)
HHS	\$24.4B	22.75%	22.32% (\$5.5B)	10.21% (\$2.5B)	6.53% (\$1.6B)	0.81% (\$197.5M)	1.66% (\$405.1M)
HS	16.7B	35.50%	34.27% (\$5.7B)	14.34% (\$2.4B)	7.89% (\$1.3B)	3.6% (\$600.4M)	5.71% (\$952.3M)

Get to Work and Submit Your Bid

1



Find a Promising Opportunity

- Evaluate pricing
 - Demonstrate past performance
 - Target agency's needs and goals
-

2



Submit your Bid and Wait

- Submit bid
 - Wait for response
 - Prepare for oral presentation (if needed)
-

3



Request a Debrief

- Understand why you won/lost
- Evaluate marketing and bidding strategy
- Look for strengths and weaknesses

Networking is Key! Activity



Questions



Contact Information



Leigh Christian

TechRich 7(j) Project Manager,
The Catalyst

A 515 Sparkman Drive,
Huntsville, AL 35816

M 256.509.1580 **W** 256.428.8195

E leigh.christian@catalystcenter.org

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